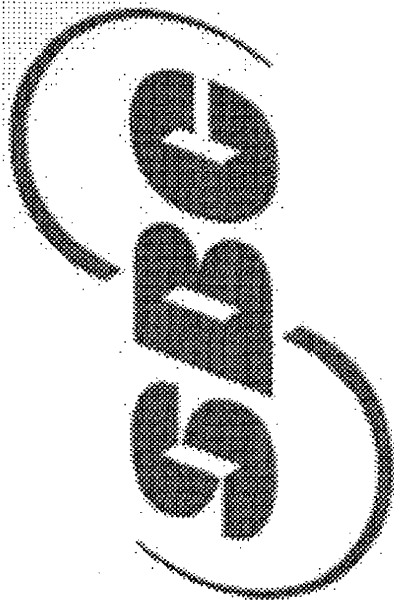


Attachment A



2003 Analyst Conference

OPPORTUNITY LEADERSHIP EXECUTION

Marketplace Execution

Ray Wilkins
Group President-Marketing & Sales



Positioning for the Future: Consumer

Compelling Offers Market Stimulation Increased Sales Coverage Unmatched Service

**"Nobody beats
our bundles"**

Unlimited LD: \$20

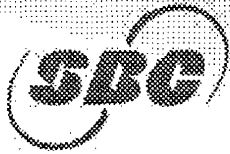
SBC Yahoo! DSL:
\$26.95

Cingular Wireless
20% discount

**Doubled
ad spend
'03 over '02**

**Expanded
channels**
Best Buy, Radio
Shack, Sam's Club

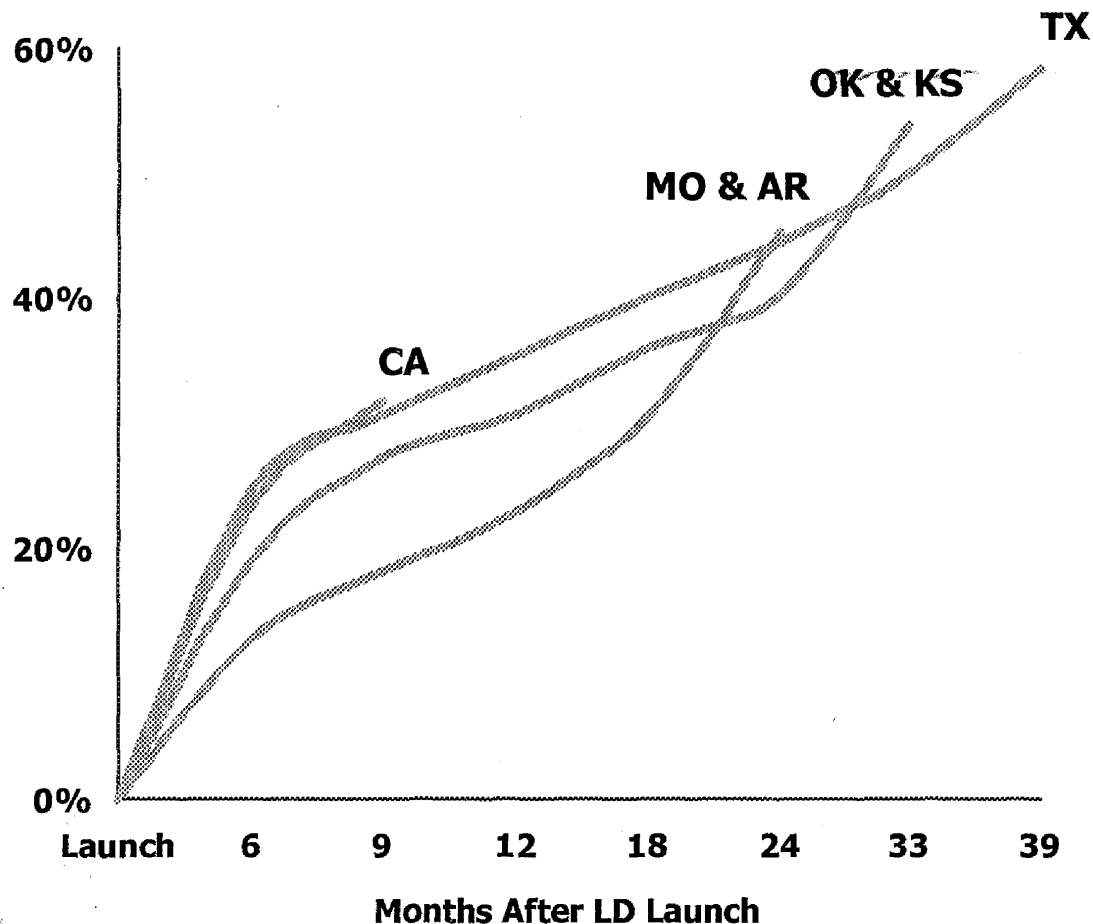
**Best-in-class
customer
satisfaction**



Rapid LD Consumer Adoption

Consumer InterLATA

LD PICs as a % of Retail Voice Access Lines



- Michigan **outpacing** West and Southwest launches
- Adoption curve is **strongest in first two quarters** after launch
- Adoption **continues to increase** well after initial launch

Consumer retail penetration equals SBC's consumer LD lines divided by SBC's consumer retail lines.